

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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August 23, 1958

N.C.A. Invites Buyers to 1959 Convention

The N.C.A. sent to canned food buyers this week an invitation to attend the 1959 Canners Convention in Chicago February 21-24.

In a letter to the buyers, Secretary Carlos Campbell pointed out that the Board of Directors at its meeting last May "directed that the Canners Conventions of the future be planned to furnish every possible service in providing for conferences and other contacts between N.C.A. members and their customers," and that the Convention Program Committee is giving special attention to this directive also.

Now that the brokers hold their own sales conferences, Mr. Campbell is reminding those who attend the Canners Convention that "it is now possible to provide better hotel facilities, . . . more time is available for conferences, and the Convention is less hurried. This creates a Convention atmosphere that is favorable for policy sales conferences between the canners and their customers."

The N.C.A. invited the buyers to obtain hotel reservations through the Association.

N.C.A. Opens 'September is Canned Foods Month' with Exhibits at Agriculture and Commerce Departments

Canning industry exhibits at the Agriculture and Commerce Departments, both arranged by the N.C.A. as a means of calling public attention to "September is Canned Foods Month," were opened this week. Both displays are attracting considerable interest from federal workers who pass through the lobbies of the two government buildings and also from tourists.

The special ceremonies saluting the canning industry and ushering in "September is Canned Foods Month" will be held at the exhibits at both the USDA and Commerce Department during the morning of September 2. Salutes to the canning industry will be made by Secretary Benson and by Walter Williams, Under Secretary of Commerce, and N.C.A. President E. E. Burns will respond at both ceremonies, at 10:30 a.m. in the Patio of the USDA Administration Building and at 11:15 a.m. in the lobby of the Commerce Department.

It is expected that canners from the nearby states may come to Washington for the salute ceremonies, at which they will be most welcome, or to see the exhibit on another date.

Following are the schedules for public viewing of the exhibits:

USDA—Aug. 18 through Sept. 9, from 9 a.m. to 6 p.m. daily except Saturdays and Sundays.

Commerce—Aug. 18 through Sept. 18, from 8:30 a.m. to 10 p.m. daily including Saturdays and Sundays.

Interest is centering on a display of canned foods in the Patio of the USDA Administration Building. The canned food products were collected by the N.C.A. from the membership and have been arranged in alphabetical sequence, "from abalone to zucchini," in order that the public may see the variety of canned foods that are available.

"How many canned foods are there, anyway?" the exhibit asks, and the answer is "1,294 at the latest count!" The center section of the exhibit (in photo below) contains one of each of the 1,294 canned food products, and the displays on the sides contain the balance of the canned food samples furnished for the exhibit by the membership.

Also in the USDA Patio, opposite the N.C.A. exhibit, is a USDA display.



play headed "From Field to Table," showing important steps in the marketing progression. In this portion of the exhibit is the "Canner's Map of the United States," showing the canned food products for which each state is noted and indicating, by distorted shapes of the states, the volume of canned foods packed in each. The Canner's Map is attracting much attention from school teachers and the Association already has received a number of requests for copies of the map.

At the Commerce Department the exhibit consists of two displays, one a pictorial description of the Department's services to the canning industry and the other consisting of the U. S. Steel exhibit portraying the size and importance of the industry. The U. S. Steel exhibit is based on the Information Division's publication *The Canning Industry* and was shown at the 1958 Convention in Atlantic City.

The Commerce Department exhibit (in photo at right) outlines the services and facilities of the Food Industries and the Containers and Packaging Divisions of the Business and Defense Services Administration; the trade mark service of the Patent Office; statistical services of the Bureau of the Census; foreign trade promotion and advisory services of the Bureau of Foreign Commerce; and research and standardization by the National Bureau of Standards.

Containers Official Named

Appointment of John G. Kain, president, Star Box & Printing Co., Inc., Chattanooga, Tenn., as assistant director of the Containers and Packaging Division of the Business and Defense Services Administration, U. S. Department of Commerce, was announced July 29 by H. B. McCoy, BDSA Administrator.

Mr. Kain, who comes into the government with an industry-wide background in the production of paper and paperboard containers, is on loan from his company for a six-month tour of duty during which he serves without compensation. His training in the Commerce Department in government-industry relations will qualify him as an Executive Reservist for any future emergency.

He is a member of the Folding Paper Box Association, Fibre Box Association, National Association of Manufacturers, National Small Business Men's Association, and the National Chamber of Commerce.



May Appointed by Canco

The appointment of William F. May as national sales manager, processed food containers, for American Can Company's Canco division has been announced by Robert C. Stolk, division vice president in charge of sales.

For the past 18 months, Mr. May has served as Canco division manager of manufacture for the Central area, with headquarters in Chicago. He had previously been national sales manager for non-food containers in the New York offices, and has held executive posts in the research, industrial relations and fibre milk container departments.

He succeeds R. M. Roberts, who has been assigned to special duties in the company's headquarters organization.

Survey of Current Business

Gross national product in the second quarter was up \$3 billion to an annual rate of \$429 billion, according to a summary of economic indexes by the Office of Business Economics, U. S. Department of Commerce.

That rate compares with \$441.2 billion in the second quarter of 1957, \$440.3 billion for all of 1957, and \$419.2 billion for all of 1956.

The rise of GNP in the spring period reflected some increase in total personal consumption. Expenditures for nondurable goods and services were up, more than offsetting the further decline in outlays for autos and household durables. Domestic investment in fixed capital equipment and in inventories, which had fallen off rapidly after the summer of 1957, experienced little further net change.

National income, which had dropped sharply during the first six months of the recession, showed little change in the second quarter. Wages and salaries were about the same as in the first quarter. Farm income, having turned up in the first quarter, rose again in the second quarter. Monthly figures show that the increase was checked before midyear.

Personal income was up \$2½ billion from the first quarter, to an annual rate of \$350 billion. The second quarter rise canceled more than half of the decline registered in the preceding six months. On a monthly basis, personal income by July had advanced above last year's peak. Personal income has been maintained better than earnings from current production, throughout the recession, as payments to individuals from government unemployment and other social security funds increased and corporate dividends were maintained, despite the sharp drop in profits which occurred as sales shrank and margins were reduced.

Shipments of Metal Cans

Shipments of metal cans during the first six months of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-June	
	1957	1958
	(short tons of steel)	
Fruit and vegetable (including fruit jars and jelly glasses)	560,734	534,350
Meat (including poultry)	70,987	65,935
Fish and sea food	62,127	47,511

Shipments of Glass Containers

Shipments of glass containers during the first six months of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-June	
	1957	1958
	(thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses)	18,204	19,272
Narrow-neck food	6,451	6,203

Equity Payments

Included in the general farm bill, S. 4071, which was sent to the President August 19, is a provision authorizing CCC to acquire title to loan collateral without the obligation of making equity payments.

Under price support loan operations, whenever a producer elected to forfeit his commodities, the CCC was obliged to pay the producer the amount by which the market value of the commodities exceeded the amount of the loan plus interest charges. Because of this requirement for equity payments, significant quantities of such items as dry beans were withheld from the market and artificial shortages were created, and producers were assured nonetheless of receiving the market price and interest as of the date on which loans matured.

The new provision authorizes CCC to acquire title to unredeemed commodities without the obligation to pay for market value in excess of the loan indebtedness.

The USDA, in a statement supporting such legislation, said that it would encourage more orderly marketing of price-supported commodities and would reduce quantities of unredeemed commodities which CCC must acquire, thus reducing the costs of acquiring, handling and disposing of such commodities.

MSSA Requirements for Catsup, Sweet Potatoes

Tentative requirements for canned sweet potatoes and tomato catsup from the 1958 pack to meet the needs of the armed forces were announced this week by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill.

Procurement of the canned sweet potatoes will be made by the Richmond Military Subsistence Market Center, 1722 Arlington Rd., Richmond 20, Va.

Procurement of the catsup will be made by the Chicago Military Subsistence Market Center, 226 W. Jackson Blvd., Chicago 6, Ill.

Item	Grade	Style
Catsup, tomato	A (Fancy)	I
	A (Fancy)	I
Sweet potatoes	A (Fancy)	I, II, type (b)
	Dry, whole, whole and pieces, or pieces, w/o packing media, Fed. Spec. JJJ-P- 611c	

N.C.A. Aids in Coordination of Mobile Radio Frequencies

Representatives of the N.C.A. have participated in preliminary organizational meetings designed to set up a frequency coordinating system for the Special Industrial Radio Service (see INFORMATION LETTER of Aug. 2, page 238).

Following a series of meetings among trade associations representing those eligible for licensing in the Special Industrial Radio Service, announcement was made August 21 of a tentative agreement whereby the Special Industrial Radio Service Association (SIRSA) will, with modifications in its present structure, undertake over-all frequency coordination for this service.

The announcement was the culmination of efforts to establish a frequency coordinating system to provide applicants a means of complying with the rules of the Federal Communications Commission which now require either coordination through a committee, or a complete engineering study, to demonstrate that a selected frequency is the best one available in a given area.

These efforts began with a meeting sponsored by the FCC July 25, after which representatives of nine of the attending trade associations were designated as a special committee to give more widespread publicity to the need for coordination. The special committee invited more than 80 associations to a meeting on August 19, and at this meeting basic principles for an association to coordinate frequencies were adopted, and an eight-member delegation was appointed to meet with SIRSA to determine whether it would be willing to accept the coordination responsibility under the principles set forth.

This delegation met with the executive committee of SIRSA on August 21 at which time the executive committee agreed to continue SIRSA's present frequency advisory activities and to undertake the coordination responsibilities in the Special Industrial Radio Service in line with principles agreed on by the industry organizations.

Container Size	Quantity (pounds)	Quantity (cases)
6/No. 10	8,417,000	195,290
24/14-oz.	4,510,000	214,763
24/No. 3 vac.	4,170,510	154,797

N.C.A. Helps Advise on Waste

Walter A. Mercer of the N.C.A. Berkeley Research Laboratory has been named to represent the canning industry on the National Technical Task Committee on Industrial Waste, a voluntary group which works with the U. S. Public Health Service to protect the nation's water resources from pollution and contamination.

S. A. Ebbert of the N.C.A. Washington Research Laboratory is alternate member from the canning industry.

Members of the Task Committee, representing all major industries, are active in research and development on the utilization, treatment, and control of industrial wastes, and improvement of water quality control. Emphasis is placed on the fact that an effective national program can be developed only by means of education of public health authorities, major branches of industry, and the technical and professional societies.

Disposal by Spray Irrigation

S. A. Ebbert, food technologist from the N.C.A. Washington Research Laboratory, spoke August 14 before the 30th annual conference of the Pennsylvania Sewage and Industrial Wastes Association at University Park, Pa., on "Spray Irrigation of Food Plant Waste Waters".

In this address the history and background of the method were reviewed. Considerable attention was given to the development of a spray irrigation system, its requirements, operation, and considerations for future study.

It was reported that of 118 canners operating in one midwestern state during the 1958 season, 42 percent were using irrigation as a means of disposal.

FDA Pesticide Tolerances

The Food and Drug Administration has republished in the *Federal Register* of August 21 the text of its regulations on tolerances and exemptions from tolerances for pesticide chemicals in or on raw agricultural commodities, with all amendments through August 8 incorporated.

The regulations were republished, FDA said, for convenient reference because of numerous amendments.

National Kraut Packers Assn.

Lon P. Flanigan, Jr., of Seneca Kraut & Pickling Co., Geneva, N. Y., has been elected president of the National Kraut Packers Association.

John M. Stroup of Empire State Pickling Co., Phelps, N. Y., was elected vice president. W. R. Moore of Oak Park, Ill., was continued in office as secretary-treasurer.

1958 Cranberry Production

The 1958 crop of cranberries is forecast at 1,076,500 barrels, on the basis of conditions August 15. A crop of this size would be 2 percent larger than last year's, 13 percent above average, and the largest since 1953, according to the Crop Reporting Board of USDA.

The crops in Massachusetts, New Jersey and Wisconsin are forecast above last year and above average. Berries are larger than last year in both Massachusetts and New Jersey. Although smaller production than last year is expected in Washington and Oregon, both states report large size berries.

State	Production			Per- cent change from 1957
	10-year ave. 1947-56 (barrels)	1957 (barrels)	1958 Indi- cated (barrels)	
Mass.	550,500	543,000	570,000	+1
N. J.	85,800	78,000	88,000	+13
Wis.	243,800	284,000	335,000	+18
Wash.	49,560	84,000	49,500	-41
Ore.	22,790	41,000	34,000	-17
Total, five states	933,250	1,060,000	1,076,500	+2

Better Homes and Gardens

Appearing in the August issue of *Better Homes and Gardens* magazine is the article entitled "Olives Make the Delicious Difference" by Virginia Heffington, assistant editor.

"Olives are old stand-bys for the appetizer tray or salad trim. But you'll relish them as much chopped or sliced in sauces, salads, casseroles, or sandwich fillings. Tip: Sprinkle sliced olives over green beans or cut corn—delicious! For flavor and bright color accent, try olives—green or ripe. They come in a variety of sizes and styles."

Three of the six recipes given include ripe olives. Other canned foods used in the recipes are anchovies, pimientos, corned beef, catsup, tomato sauce, and corn. Attractive black and white photographs illustrate the article.

Household

Fourteen canned foods are used in the recipes in the article "No work at all . . . Supper Specials" by Karla Baur, which appears in the September issue of *Household* magazine.

The introduction says, "When supertime rolls around are you at your wit's end to find a just-right main dish? One that takes only a jiffy to make . . . that doesn't bulge the budget . . . that will make a hit with your family? Here are no-work-at-all main dishes that are sure to be supertime favorites with you and your family. Try one for supper tonight." Six of the finished dishes are shown in black and white photographs.

Canned foods used are whole kernel corn, tomato sauce, catsup, cream of mushroom soup, tuna in oil, luncheon meat, pimientos, cream of chicken soup, corned beef hash, tomato soup, tomato juice, green beans and tomatoes.

A feature article, "They'll Be Prettier With a Glaze," is handsomely illustrated with color photographs. Eleanor C. Halderman, food editor, begins, "Suddenly you want to serve something just a little more elegant than anything you've served before! You want it to be supremely good. When you bring it in to your guests you want to sit back and listen to the 'ohs' and 'ahs'. Your answer is one of the glazed beauties!"

The "glazed beauties" using canned foods includes *Hawaiian Style Chicken*, pineapple slices and chili sauce; *Blushing Fruit Elegant*, pear halves, cling peaches and pineapple slices; *Cheesecake de Menthe*, crushed pineapple; and *Maple-Glazed Ham 'n Yams*, sweet potatoes.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of July has been reported by the Agricultural Marketing Service of USDA at 126,997,000 pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL IN- SPECTION, JULY, 1958

	3 Lbs. & over	Under 3 Lbs.	Total
(thousands of pounds)			
Luncheon meat	12,573	11,004	23,577
Canned ham	17,206	748	17,953
Beef hash	228	4,129	4,357
Chili con carne	482	5,204	5,686
Vienna sausage	119	3,795	3,914
Frankfurters and wieners in brine		153	153
Deviled ham		475	475
Other potted and deviled meat prod- ucts	3	1,982	1,986
Tamales	74	1,067	1,141
Sliced, dried beef	14	195	209
Chopped beef		1,006	1,006
Meat stew	102	4,204	4,306
Spaghetti meat prod- ucts	147	8,980	9,126
Tongue (not pickled)	38	92	130
Vinegar pickled prod- ucts	360	1,119	1,688
Sausage		454	454
Hamburger	305	1,932	2,237
Soups	1,096	18,761	19,856
Sausage in oil	438	300	738
Tripes		190	190
Brains		172	172
Loins and picnics	2,362	168	2,530
All others products 20% or more meat	176	7,747	7,923
All other products less than 20% meat (except soup)	382	17,705	18,087
Total all products	36,513	88,590	125,102

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 126,997 thousand pounds.

Stocks of Canned Foods on August 1 and Season Shipments

Reports on cannern's stocks of canned apples, applesauce, lima beans, and corn on August 1 and season ship-

ments to that date have been issued by the N.C.A. Division of Statistics.

	Carry-over date	Case basis	Total Supply		Canners' Stocks, Aug. 1		Season Shipments to Aug. 1	
			1956-57	1957-58	1957	1958	1957	1958
			(thousands of cases)					
Apples.....	Sept.	6/10	4,614	4,631	1,236	1,382	3,378	3,250
Applesauce.....	Sept.	actual	16,464	16,364	3,310	2,582	13,153	13,783
Corn.....	Aug.	actual	41,300	43,140	5,632	5,180	38,758	37,960
Lima beans.....	Aug.	actual	4,805	3,080	1,247	917	3,558	3,330

* Carryover from 1957 pack into 1958-59 season.

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20 and by the House, with amendments, July 23, and sent to conference. Conferees announced Aug. 21 an agreement to extend P.L. 480 for a year and a half and to increase the authorization by \$2.25 billion.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was signed by the President Aug. 14 and is P. L. 85-630.

CCC equity payments—A provision authorizing CCC to acquire title to unredeemed collateral without obligation to make equity payments is included in the farm bill, S. 4071, which was cleared for the President Aug. 18 (see story, page 257).

Country Life Commission—H. R. 18504 (Hays of Ark.), to provide for the creation of a 25-member Country Life Commission to make broad recommendations on the total development of country life, was approved by a subcommittee of the House Agriculture Committee July 22.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was signed by the President Aug. 18 and is P. L. 85-673.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 13254 (Williams of Miss.) was passed by the House, under suspension of the rules, Aug. 13 and was reported, with amendments, by the Senate Labor Committee Aug. 18. N.C.A. supports.

Federal preemption—H. R. 3, to modify the doctrine of federal preemption, was passed by the House July 17 and S. 337 reported amended by the Senate Judiciary Committee Aug. 6; these bills were recommitted to the Senate Judiciary Committee Aug. 21.

Fisheries assistance—S. 3229, to provide a five-year program of assistance to depressed segments of the fishing industry, was reported by the Senate Commerce Committee Aug. 12.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization

from \$10 to \$20 million, was passed by the Senate May 29 and was reported by the House Fisheries Committee Aug. 14.

Food stamp plan—H. R. 13067, to direct the Secretary of Agriculture to establish a food stamp plan, was reported by House Agriculture Committee Aug. 2; a motion to suspend the rules and pass the bill was rejected Aug. 18 when the motion failed to receive a two-thirds majority, the vote being 196-187.

Hawaii statehood—H. R. 49, Hawaii statehood, was reported with amendment by House Interior Committee Aug. 6.

Marketing orders—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend for two years, to June 30, 1961, the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was passed by the House Aug. 14 and by the Senate Aug. 18 and cleared for the President.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

H. R. 9020, to retain USDA jurisdiction on exclusive meat packing operations, was passed by the House, under suspension of the rules, Aug. 12.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957. Similar legislation, with amendments, was approved by the Senate Antitrust Monopoly Subcommittee June 26 and is pending before the Senate Judiciary Committee.

Puerto Rico minimum wage—H. R. 12967, to authorize biennial reviews of wage rates in Puerto Rico which are below the statutory minimum, rather than annual reviews, was passed by the House July 29 and by the Senate Aug. 14 and cleared for the President.

Raw product bargaining—H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.), to authorize co-operative associations of producers to bargain with purchasers singly or in groups, are pending before House Judiciary Committee. S. 2444 (Alken of Vt.) was passed by the Senate July 15, with an amendment limiting its application to milk, and has been referred to the House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kavanaugh of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and a substitute measure, which would apply only to foods, drugs and cosmetics, was reported by the Senate Judiciary Committee July 28.

Salmon Predators—S. 2719, to encourage control of dogfish sharks, a salmon and halibut predator, was passed by the Senate July 31 and was reported, with amendments, by House Fisheries Committee Aug. 14.

Small business tax revision—The conference report on H. R. 8381, including the Small Business Tax Revision Act of 1958, was adopted by the House and Senate Aug. 15 and cleared for the President.

Social security—H. R. 13549, with amendments adopted by the Senate Aug. 16, was passed by the House Aug. 19 and cleared for the President.

Trade Agreements Act—H. R. 12591, amending and extending the Trade Agreements Act for four years, was signed by the President Aug. 20 and is P.L. 85-686.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipcomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

Welfare and pension plans—The conference report on S. 2888, requiring registration and disclosure on employee welfare and pension plans, was adopted by the Senate Aug. 16 and by the House Aug. 20 and cleared for the President.

Forthcoming Meetings

- Sept. 30—Fourth Military-Industry Packaging and Handling Symposium, Washington, D. C.
- Oct. 5-8—National Association of Food Chains, Conference and Exhibit, Chicago
- Oct. 16-18—Florida Canners Association, 57th Annual Convention, Americana Hotel, Bal Harbour
- Oct. 23-26—Super Market Institute, Midyear Conference, Ambassador Hotel, Los Angeles
- Oct. 31—Iowa-Nebraska Canners Association, Fall Meeting, Iowa State College, Ames
- Nov. 4-6—Iowa-Nebraska Canners Association, Canners and Fieldmen's Conference, Hotel Fort Des Moines, Des Moines
- Nov. 8—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago
- Nov. 10-11—Wisconsin Canners Association, 54th Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 10-12—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City
- Nov. 17-19—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island
- Nov. 19-21—Indiana Canners Association, Fall Meeting, French Lick
- Nov. 23-25—Pennsylvania Canners Association, 44th Annual Convention, Yorktowne Hotel, York
- Nov. 24-25—Michigan Canners and Freezers Association, Fall Meeting, Panthind Hotel, Grand Rapids
- Dec. 1-3—Ohio Canners Association, 51st Annual Convention, Dayton Biltmore Hotel, Dayton
- Dec. 1-3—Tri-State Packers Association, Annual Convention, Bellevue-Stratford Hotel, Philadelphia
- Dec. 4-5—New York State Canners and Freezers Association, 73d Annual Convention, Hotel Statler, Buffalo
- Dec. 7-10—Super Market Institute, Midyear Conference, Hollywood Beach, Fla.
- Dec. 9—Minnesota Canners and Freezers Association, 53d Annual Convention, Hotel Radisson, Minneapolis
- Dec. 13—National Food Sales Conference, National Food Brokers Association, Chicago
- Jan. 8-9—Canners League of California, 36th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 19-21—Northwest Canners and Freezers Association, 3rd Annual Convention, Multnomah Hotel, Portland, Ore.
- Feb. 4-6—Minnesota Canners and Freezers Association, 12th Annual Canners and Fieldmen's Short Course, Hotel Radisson, Minneapolis
- Feb. 9-11—Canadian Food Processors Association, Annual Convention, Empress Hotel, Victoria, B. C.
- Feb. 20-21—National Red Cherry Institute, Annual Meeting, Sheraton Hotel, Chicago
- Feb. 21-24—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 52d Annual Convention, The Conrad Hilton, Chicago
- March 6-7—Virginia Canners Association, 51st Annual Meeting, John Marshall Hotel, Richmond
- March 13-14—Utah Canners Association, 47th Annual Convention, Hotel Utah, Salt Lake City
- March 15-17—Canners League of California, 55th Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- April 17-22—U. S. Wholesale Grocers Association, Convention and Exposition, Hotel Americana, Bal Harbour, Miami Beach
- May 11-15—National Restaurant Convention and Exposition, Chicago
- May 24-27—Super Market Institute, Convention and Exposition, Atlantic City
- June 21-25—National Association of Retail Grocers, Convention and Exhibit, Chicago

REPORTS ON ASSOCIATION ACTIVITIES

Mail and Duplicating Section

Printing and mailing constitute one of the major N.C.A. costs in supplying information to its membership and in furnishing educational materials about canned foods to the consuming public. The Association has acquired facilities to do many of the printing and duplicating jobs that were formerly handled by outside printing establishments. In fact, more than half of the Association's printing is done by the Mail and Duplicating Section. The duplicating consists of reproduction of office forms, stationery, statistical reports, weekly bulletins, monthly reports, press and radio-TV releases, and publications and special reports.

The cost of printing and duplicating each job is figured in comparison with the cost on the outside, and each is done where the cost is least. The saving to the Association last year, on printing alone, was about \$17,500.

The magnitude of the Association's mailing operation is indicated by the fact that the 1957 postage bill was \$29,276, one of the largest in the District of Columbia. For the first six months of 1958 postage amounted to \$13,749.

A large part of the mailing operation is the packaging of many thousands of bulletins and leaflets requested by schools and other consumer groups. The average daily mailing amounts to about 16 mailbags of 60 pounds each. During 1957 about 4,000 of these mailbags were prepared for mailing. Keeping the detailed

mailing and postage records is a good-sized job in itself. Mailings are made from some 40 different mailing lists, involving an addressograph file of more than 20,000 plates which are kept up to date according to the instructions from the Division in charge of each list.

The recent increase in postage rates will increase the Association's postage bill materially. The increase, however, will not be as much as the rate increase, because the N.C.A. staff is reorganizing its mailing and some saving in number of units and in weight per unit is being effected.

Illustrations, charts and various other graphic materials are being used extensively in the Association's bulletins, pamphlets and reports. In this field the N.C.A. has utilized staff talent and has found it unnecessary, except in a few minor instances, to employ outside artistic talent. It is difficult to estimate the amount that is saved by this "do-it-yourself" operation; for one publication, the *Secretary's Annual Report* for 1957, however, an outside estimate for the art work amounted to \$800.

These artistic talents are utilized in the Association's interest in other fields, such as preparation of displays and exhibits at the convention. Currently, the canned foods display at the USDA was prepared by the N.C.A. staff and reflects the planning and imagination and artistic abilities of the Manager of the Mail and Duplicating Section.

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